

## 6 M

**Promoting evaluation tools for European publications  
to encourage relevant and creative research in management...**

*A synthetic and English complement to the SFM (French Academy of Management) green papers on rankings (see the whole texts on the website and the main ideas in Dameron S.& Th. Durand (eds), Redesigning Management Education and Research, Edward Elgar, Cheltenham UK, 2011)*

- 1. Multiple lists:** each institution should be able to build its own ranked list function of its own specific research strategy. What may be needed are European meta-lists facilitating this process. These meta-lists should less try to distinguish a very few star publications than to open large and adapted possibilities for good publications while encouraging editors both to better and communicate their evaluation process and criteria. Impact factor is not enough and qualitative actualized information on publications supports should be provided, allowing categorization and ranking. Academic societies in Europe could contribute to build one or several such meta-lists.
- 2. Multiple languages:** English may be our common language. But as clearly demonstrated by socio-linguists, languages are structuring thoughts and enactments of the world. Embedded in their native language, texts can enable richer, more nuanced and original analyses. European meta-lists should integrate and valorize publications in all European languages.
- 3. Multiple paradigms and research fields:** European meta-lists should emphasize publications strongly embedded, theoretically as well as empirically, in their specific context and thus energize a European (and international) debate on diversity and convergence of managerial paradigms and practices.
- 4. Multiple supports:** the move towards an article centered view of evaluation is threatening the wealth and diversity of our publications due to a mimicking of "hard" sciences and the simplification it brings to assessment processes that are now mostly externalized by education and research institutions. European meta-lists should highlight other supports, books especially. Reopening the array of publication formats constitutes a difficult but necessary task.
- 5. Multiple audiences:** academic production should not be intended for scholarly consumption alone. It constitutes a Public Good that should also address the needs of multiple managers, companies, organizations, stakeholders and public bodies. European meta-lists should identify and valorize publications allowing multiple audiences to benefit from academic work.
- 6. Multiple consultations:** building ambitious meta-lists implies multiple consultations and partnerships (with European national associations, journals and books editors...for instance). It requires a systematic process involving several stakeholders and must avoid the excessive influence of a small number of self-selected experts...

**... and prevent mechanistic evaluation processes that are restricted to counting stars : evaluating the publications of any individual requires his/her publications to be effectively and carefully read by those conducting the assessment.**